



# NEWSLETTER

Support Alliance For Emergency Readiness

CREATING A **SAFER** SANTA ROSA

[www.safersantarosa.org](http://www.safersantarosa.org)

27 May 2014

No act of kindness, no matter how small, is ever wasted. - Aesop

## NEEDS, REQUESTS, DONATIONS

*We can do no great things -- only small things with great love. --Mother Teresa*

*"You make a living by what you get, but you make a life by what you give". -- Winston Churchill*

## INFORMATION

*When you cease to make a contribution you begin to die. - Eleanor Roosevelt*

### SAFER PREPAREDNESS EXPO

Will be held June 14<sup>th</sup> at the Gulf Breeze Recreation Center from 10am – 2pm. There will be vendors ready to assist you with mitigation and preparedness. We would like to thank some of our sponsors and vendors:



### DISASTER ASSISTANCE FOR FARMERS

There have been some questions regarding potential help for farmers after the disaster. Below is a bulleted list of types of assistance that may be available.

<http://www.fema.gov/news-release/2014/05/06/federal-aid-programs-state-florida-declaration>

Also, here is the link to USDAs website in regards to Disaster Assistance Programs

<http://www.fsa.usda.gov/FSA/webapp?area=home&subject=diap&topic=landing>

### BE READY FOR HURRICANE SEASON

While the 2013 Hurricane season produced the fewest number of storms since 1982, with only one making landfall in the US, that doesn't mean the threat for 2014 is diminished.

Join us for a [free webinar, May 28th](#) as we host Dr. Gerry Bell, Lead Hurricane Seasonal Forecaster at the NOAA Climate Prediction Center who will share the official NOAA long range outlook for the 2014 Atlantic Hurricane Season.

Afterwards, we'll dive into the best preparedness steps any organization can take to prepare for this season.

**Don't live in a hurricane prone area?** [Click here to check out our recorded webinars library.](#)

### **NEW SYSTEM TO SPEED EMERGENCY NOTIFICATION** **-RESIDENTS ASKED TO REGISTER PHONE NUMBERS-**

Santa Rosa County Division of Emergency Management has a new emergency warning tool that provides rapid phone notifications to residents when public safety may be at risk. In the event of an emergency, GeoCast®Web will be utilized to make rapid emergency telephone notifications to residents and businesses in an impacted area. Citizens can register and manage their account including updating or deleting phone numbers online at <https://santarosa.onthealert.com>.

Used during time sensitive emergencies like chemical spills, hazardous materials incidents, flooding and evacuations the new GeoCast®Web phone notification system utilizes highly advanced digital mapping technologies and phone databases to automatically call registered phone numbers in a target location with a recorded message on what steps residents should take to keep their family safe. The system will also be utilized for less time sensitive but important messages, including those provided by the sheriff's office to notify residents of crimes impacting a particular area.

Individuals may register for notifications via the county's website, [www.santarosa.fl.gov/emergency](http://www.santarosa.fl.gov/emergency), or directly through the system's self-registration web portal located at <https://santarosa.onthealert.com>. All information provided by residents will be used for emergency notifications only. While Santa Rosa County offers this emergency notification service free of charge, minutes may be deducted from individual cell phone plans. Calls will typically be less than two minutes.

All listed landline phone numbers in the county will be ported into the new system. However, unlisted numbers, cell phones and some VoIP phones are not, and registration is required to receive notifications. For this reason all residents and business owners are asked to register even if their phone number may already be in the system. By doing so, a personal account is created and residents can manage their information including updating phone numbers or even deleting accounts when relocating out of the area. Citizens without home Internet access are encouraged to use the public computer resources available at one of the five county libraries.

"Ensuring timely and adequate warning to the public during times of potential or imminent danger is one of the more important jobs we have as emergency managers," said Brad Baker, emergency management director. "We are always looking for ways to improve risk communications to county residents and businesses."

Baker continued, "Even though we have the new emergency phone notification system, we still want to remind everyone that no single tool will provide enough warning to all people in all situations. While this new system may give us emergency officials greater capabilities, it is only one component of the overall public safety communications strategy. During emergencies, people should always seek out information on the county website at [www.santarosa.fl.gov](http://www.santarosa.fl.gov), Twitter account [@SRCBOCC](https://twitter.com/SRCBOCC), and from our local media."

The new emergency phone notification system is replacing the previous system called REVERSE 911®. The old system used 24 phone lines and could make approximately 1,240 calls per hour. The GeoCast®Web system is web based and offers enhanced warning capability with up to 6,000 calls per hour. The messages can be received by landline, cell and VoIP phones. As the system is web based, staff can send messages wherever they have an Internet connection.

More information about the emergency notification system, including an informational flyer and frequently asked questions, are available at [www.santarosa.fl.gov/emergency](http://www.santarosa.fl.gov/emergency).

### **SAFE COMMUNITY LOGO**

The following is from the National Safety Council:

For each of our communities, we develop a personalized logo. Attached is the logo, with your community name, to be used widely by your coalition. Below are a few recommendations on how you can use the logo, but this is not an exhaustive list. Be creative and use this logo in ways to that will benefit your work and show off your community.

- Website, social media (Facebook, LinkedIn, Twitter).
- Community communications – emails, email signatures, letterhead, envelope/return addresses, newsletters, event promotion or communication, etc.
- Street signs, road signs, community welcome signs, banners.
- Promotional materials – t-shirts, pens, calendars, stickers.

What we ask from you is to share with us, how you will or have used the logo. There will be some time during our networking conference in September, to share. And, please encourage all your coalition members and city/town representatives to use this logo as well. You are all part of this network and we hope this logo will help you display your accomplishments.



For copies contact Daniel at [Danielh@santarosa.fl.gov](mailto:Danielh@santarosa.fl.gov)

### **VETERAN CRISIS HOTLINE INFORMATION**

1-800-273-8255 and press 1  
[VeteransCrisisLine.net/Chat](http://VeteransCrisisLine.net/Chat) for online chat  
Or text 838255 to receive support

### **HOMELESS RESOURCES FOR VETERANS**

The links below contain helpful information and often funding opportunities for those of you that serve veterans. Important Links

[VA National Call Center for Homeless Veterans](#)

[VA Center on Homelessness Among Veterans](#)

[DOL Homeless Veteran Reintegration Program](#)

[United States Interagency Council on Homelessness Veterans Page](#)

[Substance Abuse and Mental Health Services Administration Military Families Pages](#)

John Johnson, Executive Director, EscaRosa Coalition on the Homeless, Inc. 850.439.3009

### **GET PREPARED**

<http://do1thing.com/>

This web page is an awesome way to incrementally get your family and business ready for any disaster.

### **TWITTER**

SAFER Santa Rosa is on Twitter.

### **FACEBOOK**

SAFER is on Facebook, find us, and become our friend ;-). We are up to **1134** people! Invite friends. *Let's keep growing this communications venue. Invite other Santa Rosans to participate.* Invite your Santa Rosa friends to join you on the SAFER Facebook page.



Use of barricades policy: Free to parades and other events in Santa Rosa County that are sponsored by a chambers or government entities (Christmas parades, Mardi Gras, 4<sup>th</sup> of July etc...) or non profits, that are hosting events that are free and open to the public. The user is responsible for transportation of barricades, AND banners advertizing sponsors MUST be put on barricades. Others wanting to use the barricades must provide transportation and rent barricades at a cost of \$5 per barricade. Additional fees may be applicable if barricades are not returned within 7 days of pick up/delivery. Barricades will cost \$8 each if delivery is required. Average rental price for barricades is \$9-\$13 each through other vendors. SAFER barricades are a bargain.

### **OPPORTUNITIES**

*There is no better exercise for your heart, than reaching down and helping to lift someone up. - Bernard Meltzer*

#### **DISASTER TRAINING OPPORTUNITY**

The Florida Baptist Disaster Relief organization is holding disaster volunteer training in Milton on the 31<sup>st</sup> of May, hosted at the 1<sup>st</sup> Baptist Church in Milton. Please visit the link below for details. They have confirmed that this training is open to all, regardless of denomination.  
<http://www.flbaptistdisaster.org/training/>.

#### **JUST IN TIME DISASTER TRAINING VIDEO LIBRARY - NEW SUBJECT - HOME CLEAN-UP AND RE-CONSTRUCTION FOLLOWING A DISASTER**



**Just In Time Disaster Training  
Video Library  
New Subject – Home Clean-Up and  
Re-Construction Following a Disaster**

A new subject has been added to the Just In Time Disaster Training Video Library.

#### **Home Clean-Up and Re-Construction Following a Disaster**

Now with 1,072 disaster mitigation, preparedness, response and recovery training videos the library is the most comprehensive, easy to search, **FREE** internet based source for training curriculum for today's emergency responders.

The library can be accessed at the following web site:

[www.JustInTimeDisasterTraining.org](http://www.JustInTimeDisasterTraining.org)

Share access to this unique disaster training resource with others by linking your web site to the library today.

Join the Just In Time Disaster Training Library's [Twitter](#).

### **BUILDING A FLU EMERGENCY SUPPLIES KIT**

Today's training video can be found at the following web site:

[www.JustInTimeDisasterTraining.org](http://www.JustInTimeDisasterTraining.org)

Join the Just In Time Disaster Training Library's [Twitter](#).



### **JUST IN TIME DISASTER TRAINING VIDEO LIBRARY** **NEW SUBJECT – NEIGHBORHOOD PREPAREDNESS** **AND RESPONSE**

A new subject has been added to the Just In Time Disaster Training Video Library.

#### **Neighborhood Preparedness and Response**

Featured videos include:

- Building a Neighborhood Disaster Plan
- How to Help Your Neighborhood Prepare for an Emergency
- Map Your Neighborhood
- Neighborhood Emergency Communications

Now with over 627 disaster mitigation, preparedness, response and recovery training videos the library is the most comprehensive, easy to search, **FREE** internet based source for training curriculum for today's emergency responders.

The library can be accessed at the following web site: [www.JustInTimeDisasterTraining.org](http://www.JustInTimeDisasterTraining.org)

Share access to this unique disaster training resource with others by linking your web site to the library today. Join the Just In Time Disaster Training Library's [Twitter](#).

### **BRIDGES TRAINERS - GET RECERTIFIED ONLINE!**

Is your Bridges Out of Poverty trainer certification more than two years old? Do you need to recertify but don't have a lot in your travel budget?

There are several upcoming opportunities to recertify online with Phil DeVol:

**May 29, 2014 11:00 a.m. - 2:00 p.m. (CDT)**

**Nov 20, 2014 11:00 a.m. - 2:00 p.m. (CDT)**

You can also convert to [Lifetime Certification](#) at this time.

What are the benefits of having a Lifetime Certification?

- Monthly trainer tips
- Newsletters
- Online support
- **Attend biennial online recertification sessions for free!**

This not only saves money; it also saves you time out of your office.

**Register today!**

For more information, email us at [questions@bridgesoutofpoverty.com](mailto:questions@bridgesoutofpoverty.com), or call us at (800) 424-9484. We look forward to working with you! The Bridges Out of Poverty Team

## **BUILDING RESILIENT COMMUNITIES: AN ONLINE TRAINING**

The RAND Corporation developed a free emergency preparedness [online training](#) outlining how organizations and communities can better prepare for emergencies and strengthen their resilience. Resilience means:

- mitigating and withstanding the stress of manmade and natural disasters.
- recovering in a way that restores normal functioning.
- applying lessons learned from past responses to better withstand future incidents.

The training is intended for a diverse range of organizations, including businesses; faith-based organizations; hospitals, health clinics, and other health agencies; mental health providers; schools and universities; civic and volunteer groups; first responders; local government agencies; public health departments; and nonprofit agencies.

## **NEWS (blue is new)**

*Never doubt that a small group of thoughtful committed citizens can change the world; indeed, it's the only thing that ever has. --Margaret Mead*

Controlling Rumors on Social Media Crucial During a Disaster, Terrorist Attack

<http://www.hstoday.us/industry-news/general/single-article/controlling-rumors-on-social-media-crucial-during-a-disaster-terrorist-attack/d5c5b86c2bcfcacc424de4b9d7d9166f.html>

Emergency Management: There's an App for That

<http://www.emergencymgmt.com/training/Emergency-Management-App.html>

Social Media Changes Emergency Operations, Adds Immediacy

<http://www.govtech.com/internet/Social-Media-Changes-Emergency-Operations-Adds-Immediacy.html>

You Are Subsidizing a Fancy Beach House That'll Be Destroyed in a Flood

<http://www.theatlanticcities.com/politics/2014/02/you-are-subsidizing-fancy-beach-house-will-be-destroyed-flood/8427/>

Pandemic Potential Seen in Gene Changes of Bird Flu

<http://www.bloomberg.com/news/2014-02-13/pandemic-potential-seen-in-gene-changes-of-bird-flu.html>

Nine ways to make your cell phone last the whole storm even if the power goes out

[http://qz.com/21032/nine-ways-to-make-your-cell-phone-last-the-whole-storm-even-if-the-power-goes-out/?utm\\_content=buffer0548c&utm\\_medium=social&utm\\_source=twitter.com&utm\\_campaign=buffer](http://qz.com/21032/nine-ways-to-make-your-cell-phone-last-the-whole-storm-even-if-the-power-goes-out/?utm_content=buffer0548c&utm_medium=social&utm_source=twitter.com&utm_campaign=buffer)

Zombies invade social media! NFPA Journal writer offers lessons from an effective emergency preparedness campaign

<http://safety.blog.nfpa.org/2014/02/zombies-invade-social-media-nfpa-journal-writer-offers-lessons-from-an-effective-emergency-preparedness-campaign.html>

5 Trends for Emergency Management and Public Safety for 2014 and Beyond

<http://www.emergencymgmt.com/disaster/5-Trends-Emergency-Management-2014.html>

Cyberattack: The Possibilities Emergency Managers Need to Consider

<http://www.emergencymgmt.com/safety/Cyberattack-Emergency-Managers.html>

ASPR Blog, Prepared to Serve: Medical Reserve Corps

<http://www.phe.gov/ASPRBlog/Lists/Posts/Post.aspx?ID=79>



What Makes a City Resilient?

<http://www.emergencymgmt.com/disaster/Resilient-Cities-Challenge.html>

Disaster Psychiatry Emerges as DOD Field of Study

[http://www.defense.gov/news/newsarticle.aspx?id=121515&goback=%2Egde\\_95355\\_member\\_5830330991536807940#%21](http://www.defense.gov/news/newsarticle.aspx?id=121515&goback=%2Egde_95355_member_5830330991536807940#%21)

Crisis counseling after a disaster: Does anything really help?

<http://www.nbcnews.com/health/crisis-counseling-after-disaster-does-anything-really-help-2D11741673>

Psychosocial activities for children relieve anxiety, aid recovery

<http://reliefweb.int/report/philippines/psychosocial-activities-children-relieve-anxiety-aid-recovery>

Business and disaster preparedness: helping communities prepare for effective response

[http://www.preventionweb.net/english/professional/publications/v.php?id=35643&a=email&utm\\_source=pw\\_email](http://www.preventionweb.net/english/professional/publications/v.php?id=35643&a=email&utm_source=pw_email)

A year after Sandy, businesses unprepared for disaster

<http://www.nbcnews.com/business/year-after-sandy-businesses-unprepared-disaster-8C11439138>

Preparing Makes Sense for People with Disabilities and Other Access and Functional Needs-Video

<http://www.youtube.com/watch?v=ZLLMDOScE4g&feature=youtu.be>

Building Resilient Communities: An Online Training

[http://www.rand.org/pubs/tools/TL109.html?goback=%2Egde\\_95355\\_member\\_271477566#%21](http://www.rand.org/pubs/tools/TL109.html?goback=%2Egde_95355_member_271477566#%21)

When disaster and disability converge

<http://www.ipsnews.net/2013/08/when-disaster-and-disability-converge-part-one/>

New Hope for Older People in a Disaster

<http://blog.aarp.org/2013/08/12/hope-for-older-persons-in-a-disaster/>

Decision-making in a crisis: Understanding the brain

[http://www.securitynewsdesk.com/2013/06/27/decision-making-in-a-crisis-understanding-the-brain/?goback=%2Egmp\\_3876618%2Egde\\_3876618\\_member\\_257800797](http://www.securitynewsdesk.com/2013/06/27/decision-making-in-a-crisis-understanding-the-brain/?goback=%2Egmp_3876618%2Egde_3876618_member_257800797)

Strong leaders act before disaster strikes

<http://www.winnipegfreepress.com/local/strong-leaders-act-before-disaster-strikes-214249751.html>

OFB-EZ – a new, free business continuity tool

[http://www.disastersafety.org/disastersafety/open-for-business-ez/?utm\\_medium=email&utm\\_campaign=IBHS+Launches+New+Disaster+Planning+Tool+for+Small+Businesses&utm\\_content=IBHS+Launches+New+Disaster+Planning+Tool+for+Small+Businesses+CID\\_29d5712ad3cfa67821107234642c451&utm\\_source=Email%20marketing%20software&utm\\_term=dedicated%20OFB-EZ%20web%20page&goback=%2Egmp\\_3876618%2Egde\\_3876618\\_member\\_249997713](http://www.disastersafety.org/disastersafety/open-for-business-ez/?utm_medium=email&utm_campaign=IBHS+Launches+New+Disaster+Planning+Tool+for+Small+Businesses&utm_content=IBHS+Launches+New+Disaster+Planning+Tool+for+Small+Businesses+CID_29d5712ad3cfa67821107234642c451&utm_source=Email%20marketing%20software&utm_term=dedicated%20OFB-EZ%20web%20page&goback=%2Egmp_3876618%2Egde_3876618_member_249997713)

5 Things You Don't Know About Disasters

[http://www.weather.com/news/fema-fugate-know-5-things-about-disaster-20130625?cm\\_ven=Facebook&cm\\_cat=fb\\_article\\_rec&fb\\_ref=story\\_share](http://www.weather.com/news/fema-fugate-know-5-things-about-disaster-20130625?cm_ven=Facebook&cm_cat=fb_article_rec&fb_ref=story_share)

The Risks You Don't Think of: A Plea to Pack a 'Go Bag'

<http://www.wired.com/wiredscience/2013/06/the-risks-you-dont-think-of-a-plea-to-pack-a-go-bag/>

Emerging Technology for Family Emergency Preparedness

[http://www.huffingtonpost.com/tony-loftis/emerging-technology-for-f\\_b\\_3420895.html](http://www.huffingtonpost.com/tony-loftis/emerging-technology-for-f_b_3420895.html)

How Social Media Is Changing Disaster Response

<http://www.scientificamerican.com/article.cfm?id=how-social-media-is-changing-disaster-response>

Is Your Business Continuity Plan Ready for the Summer Vacation Season?

<http://www.disastersafety.org/disastersafety/business-continuity/>

10 Worst Things to Donate After a Disaster

<http://money.howstuffworks.com/10-worst-things-donate-after-disaster.htm>

Zombies and Preparedness: Five tips for using metaphors in exercises and outreach

<http://freeresources.lucienecanton.com/2012/10/zombies-and-preparedness-five-tips-for-using-metaphors-in-exercises-and-outreach.html>

Woeful Success Rate in Citizen Preparedness Suggests New Approaches is Necessary

<http://www.emergencymgmt.com/disaster/Woeful-Success-Rate-Citizen-Preparedness.html>

Why Aren't Americans Listening to Disaster Preparedness Messages?

<http://www.rand.org/blog/2012/06/why-arent-americans-listening-to-disaster-preparedness.html>